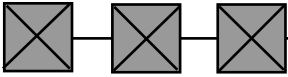


Media and Event Materials



Sample Press Release—Version 1

FOR IMMEDIATE RELEASE

[CONTACT NAME]

Media relations for THE EYE SITE

[CONTACT NUMBER]

[E-MAIL ADDRESS]

Area Groups Host THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers

Do you have trouble reading books or newspapers, even with your glasses or contact lenses?

Do you have trouble recognizing the faces of friends or relatives?

Does your vision make it difficult to do things at work or at home?

If you or someone you know answers “yes” to any of these questions, low vision may be a problem.

People can do many things to make the most of their remaining vision. **THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers** will visit the [CITY] area from [FIRST MONTH] through [LAST MONTH] [YEAR].

Low vision is a visual impairment not correctable by regular eyeglasses or contact lenses, medicine, or surgery. It interferes with a person’s ability to perform everyday activities. It can result from a variety of diseases, disorders, and injuries that affect the eye. Many people with low vision have age-related macular degeneration, cataract, glaucoma, or diabetic retinopathy. Age-related macular degeneration accounts for almost 45 percent of all cases of low vision.

The exhibit includes five kiosks with an interactive multimedia touchscreen program and panels that describe causes of low vision, warning signs, local resources, and a self-assessment. One of the kiosks features displays of devices to help people with low vision. The interactive program, which is available in English and Spanish, also features a variety of videos and ELVEE, the program’s animated guide. ELVEE is also a costume character who will make special appearances at each mall.

The exhibit was developed by the National Eye Institute, one of the Federal government’s National Institutes of Health, and is part of a new Low Vision Education Program. The exhibit will travel to shopping centers nationwide for the next several years.

THE EYE SITE is free and open to the public during all mall business hours. The [NUMBER]-month tour will visit the following malls:

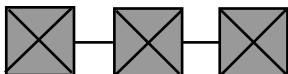
[START DATE] – [END DATE] [NAME OF MALL]

[START DATE] – [END DATE] [NAME OF MALL]

[START DATE] – [END DATE] [NAME OF MALL]

[START DATE] – [END DATE] [NAME OF MALL]

[START DATE] – [END DATE] [NAME OF MALL]



A local Host Committee is sponsoring the [LOCATION] tour. The Committee is offering free educational activities and events at each mall.

The Host Committee includes [LIST MEMBER ORGANIZATIONS ALPHABETICALLY].

“For about 14 million Americans—one of every 20—the inability to see well makes doing things difficult,” said Paul A. Sieving, M.D., Ph.D., director of the National Eye Institute. “They have trouble recognizing the faces of friends. Seeing the television and checking price tags become harder. Reading mail becomes an ordeal. Walking around the neighborhood presents a challenge. This exhibit has been developed to provide information and options for people with low vision, their families, and friends.”

“What can people do about their low vision? What can they do to maintain their quality of life? How can they make the most of their remaining vision? **THE EYE SITE** can help answer these questions,” [REPRESENTATIVE FROM LOCAL ORGANIZATION] said. “It features low vision materials, provides local experts and volunteers to help answer questions, and lists low-vision-related resources where people can turn for assistance.”

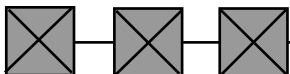
“**THE EYE SITE** has a simple message: People can do something about their vision loss. People with low vision—particularly seniors—tend to accept their condition and not seek help. Many older adults feel that low vision is a part of aging they have to accept. “People should not accept the idea that nothing can be done about their low vision,” said [REPRESENTATIVE FROM LOCAL ORGANIZATION] “Help exists. Vision rehabilitation services can teach people how to use their remaining vision more effectively. Visual and adaptive devices can help them lead independent lives.”

Consumers can obtain a free booklet, *What You Should Know About Low Vision* or *¡Ojo con su visión!* by calling toll-free 1-877-LOW VISION (1-877-569-8474).

To learn more about low vision, visit the NEI Website at www.nei.nih.gov/nehep. To learn more about the exhibit, visit **THE EYE SITE** Website at www.nei.nih.gov/nehep/eyesite.

###

The National Eye Institute is part of the National Institutes of Health (NIH) and is the Federal government's lead agency for vision research that leads to sight-saving treatments and plays a key role in reducing visual impairment and blindness. The NIH is an agency of the U.S. Department of Health and Human Services.



Sample Press Release—Version 2

FOR IMMEDIATE RELEASE

[CONTACT NAME]

Media relations for THE EYE SITE

[CONTACT NUMBER]

[E-MAIL ADDRESS]

**THE EYE SITE traveling exhibit will be
at [NAME OF MALL] [START DATE]–[END DATE]**

[CITY], [STATE], [RELEASE DATE], [YEAR] – THE EYE SITE—the National Eye Institute’s traveling exhibit on low vision—will open in [CITY] on [START DATE], [YEAR], at [NAME OF MALL] in [CITY]. **THE EYE SITE**, which provides information on low vision in English and Spanish, features five kiosks with an interactive multimedia touchscreen program, a display of assistive devices, and a list of local low vision resources. The exhibit is free and open to the public during mall business hours and will remain at [NAME OF MALL] through [END DATE].

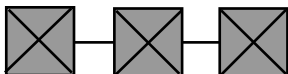
The National Eye Institute, one of the Federal government’s National Institutes of Health, developed **THE EYE SITE** as part of its Low Vision Education Program. The program is designed to help people understand what low vision is (vision problems that interfere with the ability to perform everyday activities) and explain what steps they can take to stay independent despite vision loss. Approximately one in 20 Americans has low vision.

The tour’s [CITY] Host Committee includes [LIST MEMBER ORGANIZATIONS ALPHABETICALLY].

To learn more about low vision, visit the NEI Website at **www.nei.nih.gov/nehep**. For more information on **THE EYE SITE** and the National Eye Institute, visit **THE EYE SITE** Website at **www.nei.nih.gov/nehep/eyesite**.

###

The National Eye Institute is part of the National Institutes of Health (NIH) and is the Federal government’s lead agency for vision research that leads to sight-saving treatments and plays a key role in reducing visual impairment and blindness. The NIH is an agency of the U.S. Department of Health and Human Services.

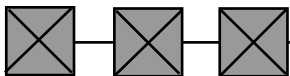


Sample Media Alert

MEDIA ALERT

[RELEASE DATE]

- WHAT:** **THE EYE SITE—A Traveling Exhibit on Low Vision for Shopping Centers**—will launch a tour in [CITY] on [DATE], [YEAR]. **THE EYE SITE**, which was developed by the National Eye Institute (NEI), part of the Federal government's National Institutes of Health, provides information on low vision in English and Spanish and features five kiosks with an interactive multimedia touchscreen program, a display of assistive devices, and a list of local low vision resources. **A formal dedication is scheduled for [DATE] at [TIME] at [NAME OF MALL].**
- WHY:** Low vision affects about 14 million Americans. Defined as a visual impairment not correctable by regular eyeglasses, contact lenses, medicine, or surgery, low vision interferes with a person's ability to perform everyday activities. It can be caused by a variety of diseases, disorders, or injuries. Many people with low vision have age-related macular degeneration, cataracts, glaucoma, or diabetic retinopathy. The exhibit provides a wealth of information about low vision and will help people determine if they or someone they know may have low vision.
- WHERE:** [EXHIBIT LOCATION] in [NAME OF MALL], located [MALL LOCATION]. For directions, call [MALL NUMBER].
- WHEN:** The dedication is slated for [DAY OF WEEK], [DATE], [YEAR] at approximately [TIME]. The exhibit will remain at [NAME OF MALL] through [END DATE] and is open to the public during regular mall hours.
- PHOTO OP:** Representatives of leading medical institutions, elected officials, special guests, and the public interacting with the colorful exhibit, which features kiosks with an interactive touchscreen program and remarkable aids and devices that help people with low vision, plus a special live appearance by ELVEE, the colorful animated host of the touchscreen program.
- WHO:** The tour's [NAME] Host Committee includes [LIST MEMBER ORGANIZATIONS ALPHABETICALLY].
- HOW:** For details and to schedule pre- and day-of-event interviews, contact [CONTACT NAME], **THE EYE SITE** media relations, at [CONTACT NUMBER]. For more information, visit **THE EYE SITE** Website at www.nei.nih.gov/nehep/eyesite. For more information on low vision, visit the NEI Website at www.nei.nih.gov/nehep.



Radio Public Service Announcement (PSA) Scripts

:30 Live Read PSA

Do you or does someone you know have low vision? That is, a sight problem that interferes with a person's ability to perform everyday activities. People with low vision have eye problems like age-related macular degeneration, cataracts, glaucoma, or diabetic eye disease.

To find out more about low vision and what can be done to help, visit **THE EYE SITE**—an exhibit from the National Eye Institute—now at [NAME OF MALL] from [START DATE] through [END DATE].

en Español

¿Sabe si usted o alguien que conoce tiene baja visión? Para las personas con baja visión, hacer las cosas de todos los días es difícil. Tienen trastornos de la vista como la degeneración macular relacionada con la edad, cataratas, glaucoma, o la enfermedad diabética del ojo.

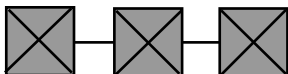
Para aprender más sobre la baja visión, visite **EL RINCÓN DEL OJO**, una exhibición del Instituto Nacional del Ojo. Del [FECHA DE INAUGURACIÓN] al [FECHA DE CLAUSURA] en [NOMBRE DEL CENTRO COMERCIAL].

:15 Live Read PSA

If you or someone you know has trouble seeing, come to **THE EYE SITE**—an exhibit about low vision from the National Eye Institute—now at [NAME OF MALL] from [START DATE] through [END DATE].

en Español

Si usted o alguien que conoce tiene problemas de la vista, visite **EL RINCÓN DEL OJO**, una exhibición sobre baja visión presentada por el Instituto Nacional del Ojo. Del [FECHA DE INAUGURACIÓN] al [FECHA DE CLAUSURA] en [NOMBRE DEL CENTRO COMERCIAL].



Sample Photo Release Form



Building 31, Room 6A32
Center Drive MSC 2510
Bethesda, MD 20892-2510
(301) 496-5248
FAX (301) 402-1065

R E L E A S E

Video and photography
Authorization to reproduce physical likeness

National Eye Institute, NIH

I hereby grant to the National Eye Institute, NIH, and its contractors the right to photograph me and to use my picture and any other reproduction of my physical likeness in print media, on collateral materials, and on any other Communication related devices.

I also grant permission to retouch or manipulate through artwork my likeness in any form whatsoever.

I hereby certify and represent that I have read the foregoing and fully understand the meaning and effect thereof.

NAME: _____

DATE: _____

Witness: _____